

David B. Daugherty



Education

Ph.D., The University of Texas at Austin, College of Communication, 1983
Concentrations: Media Research, Media and Society, Interpersonal Communication, Organizational Communication
Minor: Social Psychology
Dissertation: Social Responsibility of the Press

M.S., North Dakota State University, Department of Communication, 1977
Concentrations: Interpersonal Communication, Organizational Communication
Minor: Social Psychology
Thesis: Aspirations of Rural Women

B.S., Minnesota State University at Moorhead, Department of Mass Communication, 1973
Major: Mass Communication

Experience

Morrison Institute for Public Policy

Director of Research
August, 2010 - current

Manages numerous on-going and single-project research studies for a broad range of topics, from human services to civic engagement, that advise and inform public policy in Arizona. Also, oversees the Morrison Institute-Knowledge Networks Poll ensuring quality of data and accuracy of analysis.

Gannett Company

Senior Vice-President for Marketing and Research
2007-2008

Managed 20 professionals responsible for providing research and marketing services to Gannett's 85 newspaper properties and served as Gannett's primary research professional.

Vice-President for Research
2002-2007

Managed the research staff responsible for providing research and marketing services to Gannett's 85 newspaper properties and served as Gannett's primary research professional responsible for research design, analysis, interpretation, presentations, reports and recommendations. Worked directly with outside agencies and vendors,

including the Audit Bureau of Circulations, for whom I designed the media research standards used to determine the acceptability of submitted research studies.

Director of Research

1991-2002

Responsible for all facets of primary research including design, analysis, interpretation, data production, reports, presentations and recommendations for Gannett's newspaper properties.

Frank M. Magid Associates

Vice-President – Print Division

1989-1991

Responsible for establishing and managing the Print Division providing research and consultation services for newspapers, magazines and a wide variety of industry publications.

Director of Research

1986-1989

Responsible for managing 10 Ph.D. research professionals, and extensive support and a 100-person interviewing/field operation. The Division conducted research and provided consultation services for television stations and networks; newspapers; radio stations as well as dozens of non-media industries.

Research Analyst

1984-1986

Responsible for all facets of research execution.

North Dakota State University

Chairperson – Department of Communication

1981-1983

Graduate Adviser – Department of Communication

1979-1983

Faculty member – Department of Communication

1979-1983

Courses taught include: Graduate seminars: Media Research, Media and Society, Organizational Behavior; Graduate courses: Organizational Communication I and II, Interpersonal Communication I and II, Communication and Change; Undergraduate courses: Introduction to Communication, News, Writing, Editing, Public Relations, Media and Society